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**Photizo Group Releases Most Comprehensive Report Ever
On Western European Managed Print Services**

Western Europe market projected to grow from \$4.25B in 2008 to \$10.25B in by 2012

Lexington, KY – February 19, 2009 – The Photizo Group has released its most comprehensive look yet at Managed Print Services (MPS) in the Western European market. The new report, “Understanding the European Managed Print Services Market: 2008 Brand Positions, Purchase Dynamics, and Market Opportunity,” offers exclusive forecast and market size data not currently available from any other source. Among the findings are that this market has the potential to grow from \$4.25B in 2008 to \$10.25B by 2012.

“The difficult economic environment will actually serve as an accelerator to market growth, so this forecast is really quite conservative,” said Photizo Group Founder and CEO, Ed Crowley. “Given the flat growth in the overall imaging market, MPS will become increasingly critical to success in Europe. Understanding the market dynamics is crucial. Without reliable, quantitative, market-based data, any firm competing in this space is flying blind and risks launching ineffective marketing programs and sales efforts.”

The Photizo Group defines Managed Print Services as the outsourcing of hardware devices, services, supplies, and most importantly management of the fleet. This rapidly growing market represents a fundamental shift in the purchase process and buying power centers for copiers, printers, MFPs and faxes. It also marks a fundamental shift in the business model for vendors and the channel. A complete understanding of the entire purchase process from brand awareness, through consideration, the assessment phase, purchase, and after-purchase satisfaction is critical to effective MPS marketing programs. Therefore, the information in this new report is essential for OEMS, ISVs, channel organizations and others intent on pursuing this lucrative MPS market. It can help them:

- Understand the market opportunity for Managed Print Services

- Create a winning marketing strategy by recognizing decision makers and understanding key MPS requirements by country
- Identify one brand's potential compared to its competitors
- Target competitor's weak spots and learn about customer satisfaction with various MPS vendors

The report is based on a study of 311 MPS decision makers in France, Germany, and the United Kingdom. The customer surveys provide rich insight into contract length, purchase models and adoption rates. Only respondents who play an active role in the MPS decision-making process are included.

In-depth analysis of secondary research, publicly released corporate data, and financial reporting were used to develop detailed forecast, market share, and historical volume analysis. Market sizing data will assist in planning the scope and opportunity of a Western European MPS strategy. Other areas covered in the report are:

- OEM vs. channel share
- Market growth rate
- OEM vendor market share
- Hardware vs. supplies vs. management vs. software
- Number of devices under MPS contract
- Market view from 2006 to 2012

The full report package includes a number of valuable deliverables:

- 25-page Executive Summary presentation highlighting key research "take-aways"
- Written report of over 125 pages with in-depth analysis, graphs, and tables
- Webinar presentation by senior Photizo consultant
- Detailed data tabulations and graphs
- Optional in-person presentation and discussion

With this new report, the Photizo Group continues to provide the most complete body of research related to the Managed Print Services market. The firm also offers proprietary studies and custom consulting. For pricing and other information, visit www.managed-print-services.com.

ABOUT THE PHOTIZO GROUP

The Photizo Group is the market's main source for ongoing business intelligence about the rapidly growing opportunity of Managed Print Services. Since its landmark MPS study released in April 2008 to ongoing

research covering North America and Europe, Photizo has emerged as a leader in dynamic business intelligence about the MPS market. Clients include eight of the top ten imaging manufacturers in the digital marketplace. Vendors, dealers and enterprises can find MPS information and resources at <http://www.managed-print-services.com>.

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